



Mammography perceptions among women in an Iranian setting: A qualitative study

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Introduction & Aim: Breast cancer is the most common cause of death due to cancer in Iranian women. Mortality from the disease could be reduced by screening and early diagnosis of the disease and its treatment in the early stages. Mammography is one of the most effective methods for diagnosis of breast cancer in the early stages. The purpose of this study was to explore the perception and experience of mammography among women in Ardabil.

Methods: A qualitative study was conducted based on the conventional content analysis approach on 14 women who attended in Fatemi Hospital in Ardebil, Iran from April to August 2018. Data were collected through in-depth semi-structured interviews. Purposeful sampling was continued until data saturation.

Results: During the data analysis, three main categories emerged, including: 1- Low awareness 2- Shame and embarrassment 3- Fear of mastectomy 4- Concerns about costs

Conclusion: The experiences of women indicate that the need for education and psychosocial and economic support from them in the field of care and prevention of breast cancer is necessary.

Key words: Qualitative study; Mammography; Women